

Fremont East

DISTRICT



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Viva Las Vegas!

The city of Las Vegas would like to invite you to preview *Fremont East*, the hottest up-and-coming entertainment district in the southwest!

With an average of 18.7 million visitors to downtown Las Vegas annually, *Fremont East*, adjacent to the Fremont Street Experience with its celebrated *Viva Vision* light show extravaganza, is sure to become another must-visit Vegas landmark!

Equally exciting is the new six-block streetscape program that includes gateways, neon median signage, expanded sidewalks, valet parking, banners and historic markers in a retro 50s vintage Vegas style.

Additionally, the city of Las Vegas can reimburse you up to \$95,000 from the Visual Improvement Program (VIP) for façade improvements and neon signage. Combine the VIP grant funds with a reduced permit fee for a *tavern-limited* liquor license and the financial incentives for nightclub owners can amount up to \$135,000!

You'll be keeping good company too with familiar downtown venues such as Hogs & Heifers, Hennessey's Tavern, Mickie Finnz, Triple George Grill, Beauty Bar, The Griffin, Take 1 Nightclub, Downtown Cocktail Room and more in the planning and construction stages.

The enclosed information will provide you with greater details on the *Fremont East District*.

For your personal tour or additional information,
please contact:

Rich Atkins, Senior Economic Development Officer
City of Las Vegas
Office of Business Development
702.229.5036
www.lasvegasnevada.gov/obd



Fremont East DISTRICT

The city of Las Vegas created the **Fremont East District** as an area that will offer comedy clubs, blues and jazz nightclubs, and other musical entertainment venues. **Fremont East** is centered on Fremont Street, spanning Las Vegas Boulevard to Eighth Street.

OBJECTIVE:

The creation of this new district will enhance the city's redevelopment efforts in the spirit of restoring the downtown area as a dynamic, vibrant center for the Las Vegas valley.

GOALS:

- ✓ Adjust zoning and licensing restrictions to encourage non-gaming entertainment venues
- ✓ Foster economic and redevelopment opportunities and expand free enterprise
- ✓ Enhance Fremont East as an area of community choice for businesses, residents and visitors
- ✓ Create a new Business Improvement District supporting new entertainment venue operators
- ✓ Leverage the popularity of the nearby Fremont Street Experience, which, on average, attracts over 18.7 million downtown visitors each year, to increase the economic viability of Fremont East as a destination for a quality entertainment experience

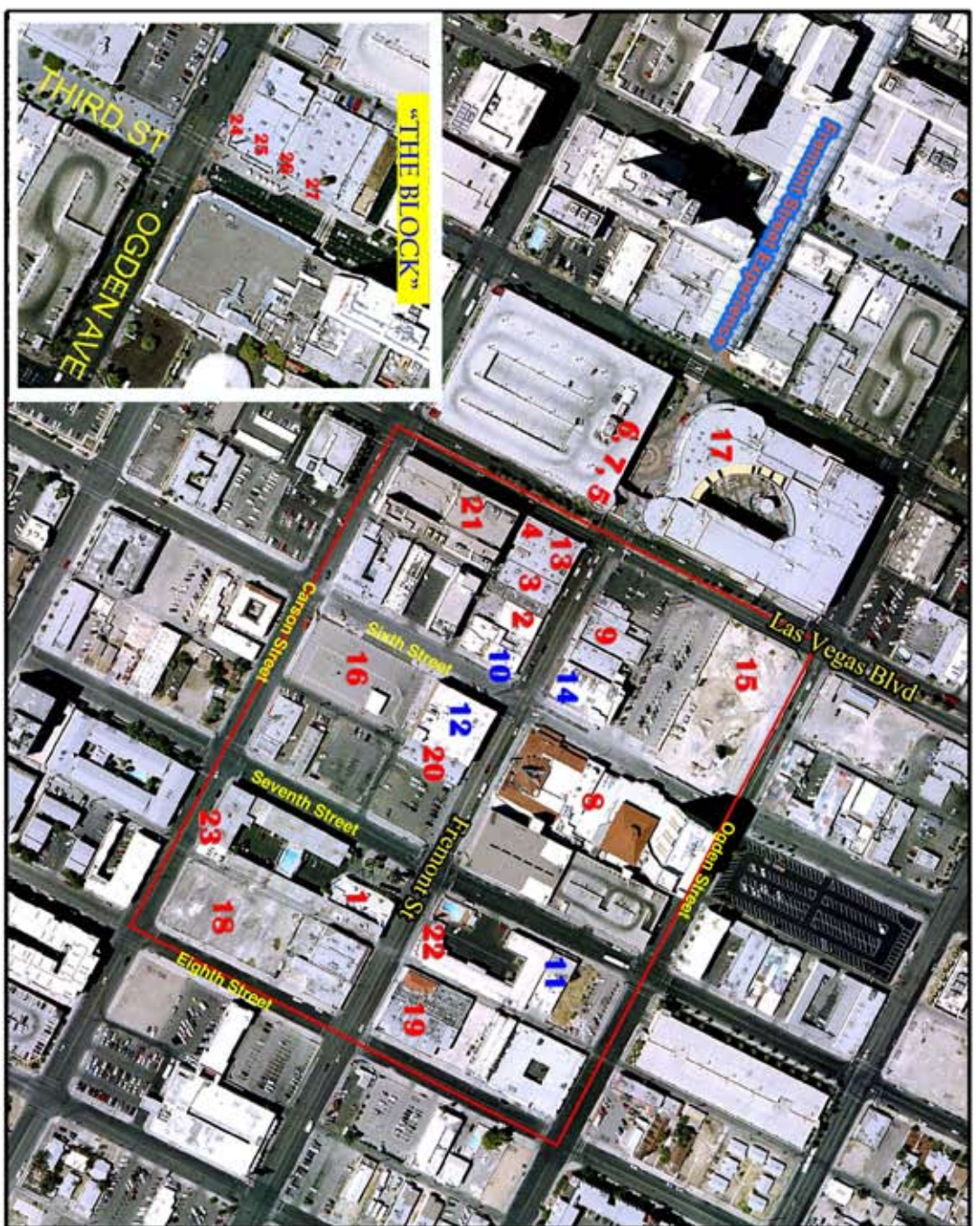
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Fremont East

ENTERTAINMENT DISTRICT

1. TAKE ONE NIGHTCLUB (OPEN)
2. BEAUTY BAR (OPEN)
3. THE GRIFFIN (OPEN)
4. DOWNTOWN COCKTAIL ROOM (OPEN)
5. HENNESSEY'S TAVERN (OPEN)
6. MICKIE FINN (OPEN)
7. BRASS - THE LOUNGE (OPEN)
8. EL CORTIZO HOTEL & CASINO
9. FUTURE CONDO SALES OFFICE
10. AVAILABLE (7,982 SQ. FT.)
11. AVAILABLE (8,000 SQ. FT.)
12. AVAILABLE (6,000 SQ. FT.)
13. THE HIVE (UNDER CONSTRUCTION)
14. AVAILABLE (9,500 SQ. FT. PER FLOOR)
15. STREAMLINE TOWER (DELIVERING UNITS IN APRIL 2008)
16. PROPOSED CONDO PROJECT
17. NEONOPOLIS
18. PROPOSED CONDO PROJECT (NEON HEIGHTS)
19. VENUE DE VEGAS (UNDER CONSTRUCTION)
20. MAMAGITA'S RESTAURANT (OPEN)
21. SPIRIT BUILDING
22. SUPER 8 MOTEL
23. YOUR PLACE OR MINE RESTAURANT (OPEN)
24. CELEBRITY (OPEN)
25. SIDERBAR (OPEN)
26. TRIPLE GEORGE GRILL (OPEN)
27. HOGS & HERBES (OPEN)



April 2008

CITY OF LAS VEGAS
REDEVELOPMENT AGENCY

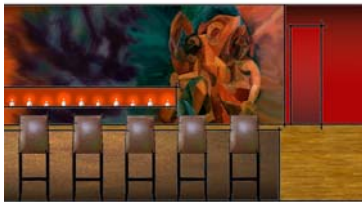


RECENT PROJECTS



"This program provided us with the incentive to locate our nightclub in this new downtown entertainment district and substantially assisted us with upgrading our neon sign."

Aaron Chepenik, co-owner
The Griffin
511 Fremont St.
Opened 2007



"The renaissance of downtown has been coming for a long time. The city's commitment to the revitalization, and the incentive provided by the VIP program were both instrumental in my decision to locate in the entertainment district."

Michael Cornthwaite, owner
Downtown Cocktail Room
111 Las Vegas Blvd.
Opened 2007



"Take 1 Nightclub was the first nightclub to open in the newly-formed entertainment district and take advantage of the city's entertainment VIP program. The city is going all out to make the entertainment district a success."

Ben Ardito, owner
Take 1 Nightclub, 707 Fremont St.
Opened 2005

Fremont East

District

Visual Improvement Program

ABOUT THE PROGRAM

This program is intended to assist in the improvement of commercial properties located in the Fremont East Entertainment District by offering a rebate of up to a maximum of \$95,000 for any qualified exterior improvement costs. Improvements to the facades of buildings, permanent landscaping, parking facilities, neon signage and other external improvements are eligible for assistance.

PROGRAM ELIGIBILITY

- Project must be located within the Downtown Entertainment Overlay District.
- Applicant must be either: (a) a tavern-limited business, (b) a business which has filed a tavern-limited business license application with the city of Las Vegas, or (c) a business which has a primary retail use compatible with the uses described as "tavern-limited."
- All plans or proposed scopes of work must be reviewed and approved by the Redevelopment Agency prior to the commencement of any construction work.
- Incentives to program participants will be in the form of cash rebates. Participants will be eligible to receive a rebate of up to a maximum of \$75,000 of eligible pre-approved improvement costs. For those participants at a corner location, the agency's rebate will be up to a maximum of \$95,000. Each participant must contribute a dollar-for-dollar match (1:1) to the agency's funds and incorporate neon signage or illuminated and animated signage that is substantial in scope and which is clearly visible from the city public right of way.

For additional information and an application packet, please contact:
Rich Atkins, Senior Economic Development Officer
City of Las Vegas Redevelopment Agency
702.229.5036



CITY OF LAS VEGAS
REDEVELOPMENT AGENCY

Entertainment Venues In & Around



- **The Art Bar.** 1511 S. Main St. in 18b Arts District. 702.437.2787. Combines art with imbibing.
- **Atomic Liquor's Cocktail Lounge.** 917 Fremont St. 702.384.7371. Ultimate "Old Vegas" bar.
- **Beauty Bar.** 517 Fremont St. 702.598.1965. <http://www.beautybar.com/> Bar featuring retro 1960s beauty parlor theme. Concept made popular by TV series, *Sex And The City*.
- **Boomer's.** 128 Fremont St. on lower level in Binion's Gambling Hall. 702.382.1600. Dance lounge offering 1960s and 1970s DJ music.
- **Brass Lounge.** 425 Fremont St., upstairs from Hennessey's Tavern. 702.382.1182. Jazz lounge and live music venue.
- **The Bunkhouse.** 124 S. 11th St. 702.384.4536. www.bunkhouselv.com Cowboy tavern and restaurant featuring bands performing a variety of music: punk, rock, blues, country and more.
- **Canyon Club.** 202 Fremont St. at entrance to Four Queens Hotel & Casino. 702.387.5175. Restaurant and live music venue.
- **Celebrity.** 201 N. Third St. Live entertainment venue. 702.384.2761. Open for special events.
- **Dino's Lounge.** 1516 Las Vegas Blvd. S. in 18b Arts District. 702.382.3894. www.dinoslv.com Neighborhood bar with live bands.
- **Downtown Cocktail Room.** 111 Las Vegas Blvd. S. 702.880.3696. www.downtownlv.net Upscale urban Bohemian neighborhood gathering place.
- **Gold Diggers.** 129 Fremont St. at the Golden Nugget Hotel Casino. 702.385.7111. http://www.goldennugget.com/home/entertainment_attractions/gold_diggers/ Dance club and lounge featuring balcony overlooking the *Fremont Street Experience* as well as Gold Digger dancers atop the bar.
- **The Griffin.** 511 Fremont St. Cozy lodge atmosphere. 702.382.0577.
- **The Grotto Bar.** 129 Fremont St. at the Golden Nugget Hotel Casino. 702.386.8341. Poolside bar.
- **Hennessey's Tavern.** 425 Fremont St. 702.382.4421. <http://www.hennesseystavern.com/> Traditional Irish pub concept.

- **Hogs & Heifers.** 201 N. Third St. Ste. #130. 702.676.1457. www.hogsandheifers.com
New York “bikers and babes” bar that served as inspiration for film, *Coyote Ugly* (and subsequent chain of bars/clubs).
- **Jillian’s of Las Vegas.** 450 Fremont St. 702.759.0450. www.jillianslasvegas.com
Sports bar featuring live entertainment.
- **Mickie Finnz.** 425 Fremont St. 702.382.4204. www.mickiefinnzlasvegas.com
Beach-themed restaurant and bar.
- **The Plaza Showroom.** One S. Main Street on the casino-level floor of The Plaza Hotel & Casino. 702.386.2110 or 702.386.2444. Features *Rat Pack* tribute shows.
- **Sidebar.** 201 N. Third St., Ste. #120. 702.259.9700. www.sidebarlv.com Cozy wine and cigar bar.
- **Take 1 Nightclub.** 707 Fremont St. 702.433.8253. Supper club and DJ music venue.
- **Thunderbird Lounge at the Aruba Hotel.** 1215 Las Vegas Blvd. S. 702.383.3100. Features live entertainment.
- **Triple George Grill.** 201 N. Third St., Ste. #120. 702.384.2761. www.triplegeorgegrill.com Bar and upscale San Franciscan bistro.
- **Vue Bar.** 301 Fremont St. inside Fitzgerald’s Hotel & Casino. 702.388.2400. Casino bar overlooking the *Fremont Street Experience*.

Coming Soon!

- **The Hive.** 501 – 503 Fremont St. Bar and concert hall, as well as customized gourmet Burger Bar.
- **Venue of Vegas.** Fremont & Eighth Streets. Music, comedy and special events venue.